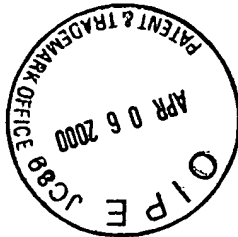


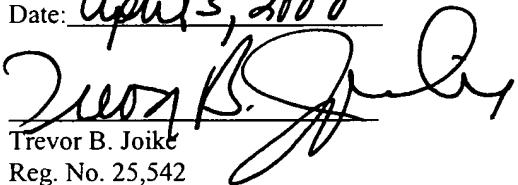
03CO  
4-17-00



~~0210~~  
03CO  
#6

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of:	)	I hereby certify that this paper (or fee) is being
	)	deposited with the United States Postal Service as
Trevor Blumenau	)	first class mail, postage prepaid, in an envelope
	)	addressed to: Assistant Commissioner for Patents,
Serial No: 09/490,495	)	Washington, DC 20231 on this date.
	)	Date: <u>April 3, 2000</u>
Filed: January 25, 2000	)	
	)	Trevor B. Joike
Title: CONTENT DISPLAY	)	Reg. No. 25,542
MONITOR	)	

**POWER OF ATTORNEY AND  
REVOCATION OF PRIOR POWERS**

Assistant Commissioner for Patents  
Washington, D.C. 20231

Sir:

NIELSEN MEDIA RESEARCH, INC., the assignee of record of an undivided interest in the entire worldwide, right, title and interest in and to the above-identified application as set out in the assignee's "CERTIFICATE UNDER 37 CFR §3.73(b)" filed herewith, hereby revokes all Powers of Attorney previously given in this application.

The following attorneys are hereby appointed to prosecute and transact all business in the Patent and Trademark Office connected herewith: Alvin D. Shulman (19,412), Allen H. Gerstein (22,218), Nate F. Scarpelli (22,320), Edward M. O'Toole (22,477), Michael F. Borun (25,447), Trevor B. Joike (25,542), Carl E. Moore, Jr. (26,487), Richard H. Anderson (26,526), Patrick D. Ertel (26,877), James P. Zeller (28,491), William E. McCracken (30,195),

Richard A. Schnurr (30,890), Anthony Nimmo (30,920), Christine A. Dudzik (31,245), Jeffrey S. Sharp (31,879), Martin J. Hirsch (32,237), Richard M. La Barge (32,254), James J. Napoli (32,361), Li-Hsien Rin-Laures, M.D. (33,547), Douglass C. Hochstetler (33,710), Robert M. Gerstein (34,824), David W. Clough (36,107), Richard A. Brandon (37,051), James A. Flight (37,622), Roger A. Heppermann (37,641), David A. Gass (38,153), and Gregory C. Mayer (38,238), 6300 Sears Tower, 233 South Wacker Drive, Chicago, Illinois 60606-6402.

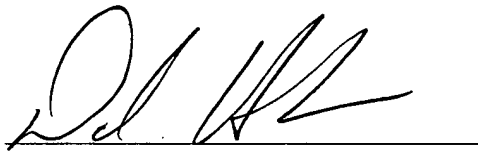
I have reviewed the Assignment documents, and to the best of assignee's knowledge and belief, title is in the assignee seeking to take action.

Send correspondence and direct telephone calls to:

Trevor B. Joike  
Registration No. 25,542  
Marshall, O'Toole, Gerstein, Murray & Borun  
6300 Sears Tower  
233 South Wacker Drive  
Chicago, Illinois 60606-6402  
telephone number (312) 474-6300.

NIelsen MEDIA RESEARCH, INC.

By



David H. Harkness  
Senior Vice President

Date: March 26, 2000



**CERTIFICATE UNDER 37 CFR §3.73(b)**

Applicant(s): NIELSEN MEDIA RESEARCH, INC.

Application No.: 09/490,495 Continuation of 08/707,279 Filed: January 25, 2000

For: CONTENT DISPLAY MONITOR

Nielsen Media Research, Inc., a Delaware corporation, certifies that it is the assignee of an undivided interest in the entire right, title and interest in the patent application identified above by virtue of either:

A. ☐ An assignment from the inventor(s) of the patent application identified above. The assignment was recorded in the Patent and Trademark Office at Reel , Frame , or a copy thereof is attached.

OR

B. ☒ A chain of title from the inventor(s) of the patent application identified above, to the current assignee as shown below:

1. From: Trevor Blumenau To: Nuweb, fictitious business name of Pacific Web, Inc.  
The document was recorded in the Patent and Trademark Office at Reel 8165, Frame 0685.

2. From: Pacific Web, Inc. To: Nielsen Media Research, Inc. and Internet Profiles Corporation  
The document was submitted to the Patent and Trademark Office on January 9, 2000, a copy thereof is attached.

☐ Additional documents in the chain of title are listed on a supplemental sheet.

☒ Copies of assignments or other documents in the chain of title are attached.

The undersigned has reviewed all the documents in the chain of title of the patent application identified above and, to the best of undersigned's knowledge and belief, title is in the assignee identified above.

The undersigned (whose title is supplied below) is empowered to act on behalf of the assignee.

I hereby declare that all statements made herein of my own knowledge are true, and that all statements made on information and belief are believed to be true; and further, that these statements are made with the knowledge that willful false statements, and the like so made, are punishable by fine or imprisonment, or both, under Section 1001, Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

Date: March 26, 2000

Name: David H. Harkness

Title: Senior Vice President

Signature: 

PATENTS ONLY

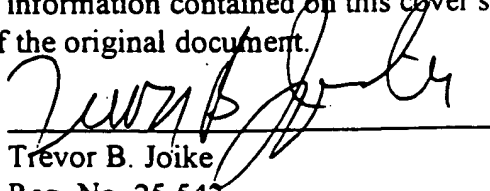
To the Honorable Commissioner of  
Patents and Trademarks:  
Please record the attached original  
document or copy thereof.

**COPY**

<p>1. Name of party or parties conveying an interest:</p> <p>Pacific Web, Inc.</p> <div data-bbox="560 262 795 499"></div>	<p>2. Name and address of party or parties receiving an interest:</p> <p>Name: Nielsen Media Research, Inc. Street Address: 150 N. Martingale Road City: Schaumburg State: IL Zip: 60173</p> <p>Name: Internet Profiles Corporation Street Address: 1400 Bridge Parkway, Suite 202 City: Redwood City State: CA Zip: 94065</p>
<p>3. Description of the interest conveyed:</p> <p><input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Change of Name <input type="checkbox"/> Security Agreement</p> <p>Execution Date: November 14, 1997</p>	<p>Other:</p>
<p>4. Application number(s) or patent number(s). Additional sheet attached? YES <input type="checkbox"/> NO <input checked="" type="checkbox"/></p> <p>A. Patent Application no.(s): 08/707,279</p>	<p>If the document is being filed together with a new application, the execution date of the application is:</p> <p>B. Patent no.(s):</p>
<p>5. Name and address of party to whom correspondence concerning this cover sheet should be mailed:</p> <p>Name: Trevor B. Joike Reg. No. 25,542 MARSHALL, O'TOOLE, GERSTEIN, MURRAY &amp; BORUN Street Address: 6300 Sears Tower 233 S. Wacker Drive City: Chicago State: Illinois Zip: 60606-6402</p>	<p>6. Number of applications and/or patents identified on this cover sheet: 1</p> <p>7. Amount of fee enclosed or authorized to be charged: \$40.00</p> <p>8. Any additional required fee may be charged, or any overpayment credited to our deposit account: 13-2855</p>

9. To the best of my knowledge and belief, the information contained on this cover sheet is true and correct and any copy submitted is a true copy of the original document.

Date: January 6, 2000

  
Trevor B. Joike  
Reg. No. 25,542



# CERTIFICATE UNDER 37 CFR §3.73(b)

Applicant(s): Nielsen Media Research, Inc. and Internet Profiles Corporation

Application No.: 08/707,279

Filed: 9/3/96

For: Content Display Monitor

certify that they are the assignees of the entire right, title and interest in the patent application identified above by virtue of either:

- A. An assignment from the inventor(s) of the patent application identified above. The assignment was recorded in the Patent and Trademark Office at Reel, Frame, or a copy thereof is attached.

OR

- B. ☒ A chain of title from the inventor(s) of the patent application identified above, to the current assignee as shown below:

1. From: Trevor Blumenau To: Nuweb, fictitious business name of Pacific Web, Inc.

The document was recorded in the Patent and Trademark Office at Reel 8165, Frame 0685, or a copy thereof is attached.

2. From: \_\_\_\_\_ To: \_\_\_\_\_  
The document was recorded in the Patent and Trademark Office at Reel, Frame, or a copy thereof is attached.

3. From: \_\_\_\_\_ To: \_\_\_\_\_  
The document was recorded in the Patent and Trademark Office at Reel, Frame, or a copy thereof is attached.

Additional documents in the chain of title are listed on a supplemental sheet.

Copies of assignments or other documents in the chain of title are attached.

The undersigned has reviewed all the documents in the chain of title of the patent application identified above and, to the best of undersigned's knowledge and belief, title is in the assignee identified above.

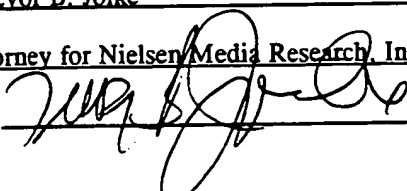
The undersigned (whose title is supplied below) is empowered to act on behalf of the assignee.

I hereby declare that all statements made herein of my own knowledge are true, and that all statements made on information and belief are believed to be true; and further, that these statements are made with the knowledge that willful false statements, and the like so made, are punishable by fine or imprisonment, or both, under Section 1001, Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

Date: November 6, 2000

Name: Trevor B. Joike

Title: Attorney for Nielsen Media Research, Inc.

Signature: 

PATENT ASSIGNMENT

WHEREAS, Pacific Web, Inc., a California corporation, is the sole and exclusive owner, by assignment, of the following patent application and of all of the inventions disclosed and/or claimed therein:

U.S. PATENT APPLICATION

<u>Serial No.</u>	<u>Filing Date</u>	<u>Inventor(s)</u>	<u>Title</u>
08/707,279	9/3/96	Trevor Blumenau	Content Display Monitor

AND WHEREAS, NIELSEN MEDIA RESEARCH, INC., a Delaware corporation, and INTERNET PROFILES CORPORATION, a California corporation, each is desirous of acquiring an undivided interest in the entire, worldwide, right, title and interest in and to the above U.S. patent application and in and to all foreign patent applications based, in whole or in part, thereon and in and to all resultant U.S. and foreign patents" and in and to all of the inventions disclosed and/or claimed therein (hereinafter all such inventions, applications and patents being collectively referred to as the "PATENT APPLICATION");

NOW, THEREFORE, in consideration of and in exchange for the sum of one dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Pacific Web, Inc. does hereby assign, convey, sell and transfer unto NIELSEN MEDIA RESEARCH, INC. and INTERNET PROFILES CORPORATION, and each of their respective successors, assigns and other legal representatives, the entire, worldwide, right, title and interest in to the PATENT APPLICATION identified hereinabove and in and to any and all continuations, continuations-in-part, divisionals, reissues, reexaminations and extensions thereof and in and to all of the inventions disclosed and/or claimed therein, the same to be held and enjoyed by NIELSEN MEDIA RESEARCH, INC. and INTERNET PROFILES CORPORATION for their own use and enjoyment and for the use and enjoyment of each of their respective successors, assigns or other legal representatives, for the entire term or terms of any domestic and/or foreign patents based on and/or resulting from the PATENT APPLICATION referred to above, including any reissues, reexaminations or extensions thereof, together with the right to sue for and collect and retain any damages and/or injunctive or other relief awarded for infringement of the domestic and/or foreign patents referred to above or of any reissues, reexaminations or extensions thereof.

Date: November 14, 1997

By: Charles Askanas  
Name: CHARLES ASKANAS  
Title: PRESIDENT CEO

STATE OF \_\_\_\_\_ )

COUNTY OF \_\_\_\_\_ )

Before me this \_\_\_\_\_ day of November \_\_, 1997, appeared \_\_\_\_\_, to me personally known, and acknowledged the signing of the above instrument to be within his authority and to be of his own free will for the purposes therein expressed.

\_\_\_\_\_  
Notary Public

(SEAL)

# CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

State of California

County of San Mateo

On November 14, 1997 before me, Rita A. Mac Nutt  
Date Name and Title of Officer (e.g., "Jane Doe, Notary Public")

personally appeared Charles Askanas  
Name(s) of Signer(s)

- ☐ personally known to me  
☒ proved to me on the basis of satisfactory evidence

to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



WITNESS my hand and official seal.

Rita A. Mac Nutt  
Signature of Notary Public

## OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

### Description of Attached Document

Title or Type of Document: Patent Assignment

Document Date: November 14, 1997 Number of Pages: \_\_\_\_\_

Signer(s) Other Than Named Above: none

### Capacity(ies) Claimed by Signer(s)

Signer's Name: Charles Askanas

- ☐ Individual  
☒ Corporate Officer  
 Title(s): Pres., CEO  
☐ Partner — ☐ Limited ☐ General  
☐ Attorney-in-Fact  
☐ Trustee  
☐ Guardian or Conservator  
☐ Other: \_\_\_\_\_

RIGHT THUMBPRINT  
 OF SIGNER  
 Top of thumb here

Signer Is Representing:

Pacific Web, Inc.

Signer's Name: \_\_\_\_\_

- ☐ Individual  
☐ Corporate Officer  
 Title(s): \_\_\_\_\_  
☐ Partner — ☐ Limited ☐ General  
☐ Attorney-in-Fact  
☐ Trustee  
☐ Guardian or Conservator  
☐ Other: \_\_\_\_\_

RIGHT THUMBPRINT  
 OF SIGNER  
 Top of thumb here

Signer Is Representing:



## TYPE ALL INFORMATION

READ INSTRUCTIONS ON REVERSE SIDE BEFORE COMPLETING THIS FORM

<b>A MAILING ADDRESS:</b> NAME <u>Lorraine Torres</u> <u>Gray Cary Ware - Freidenrich</u> ADDRESS <u>4365 Executive Drive, Suite 1600</u> CITY/STATE/ZIP <u>San Diego, CA 92121</u> DAYTIME PHONE ( <u>619</u> ) <u>677-1435</u>		<b>B PUBLISH IN:</b> <u>FILE</u> COUNTY CLERK'S FILING STAMP NOV 20 2 15 PM '99 SEE COUNTY CLERK COUNTY CLERK COUNTY CLERK
---	--	--

## FICTITIOUS BUSINESS NAME STATEMENT

THE FOLLOWING PERSON(S) IS (ARE) DOING BUSINESS AS:

1.	Fictitious Business Name(s) <u>nuweb</u>		City <u>San Jose</u>	State <u>California</u>	Zip code <u>95014</u>
2.	Principal place of Business in California: <u>10052 Pasadena Avenue, Cupertino, California</u>				
3.	Full Name of Registrant <u>Pacific Web</u>		Full Name of Registrant		
	Residential Address (P.O. Box not acceptable)		Residential Address (P.O. Box not acceptable)		
	City	State	Zip	City	State
	(If a CORPORATION, show state of incorporation)		(If a CORPORATION, show state of incorporation)		
	Full Name of Registrant		Full Name of Registrant		
	Residential Address (P.O. Box not acceptable)		Residential Address (P.O. Box not acceptable)		
	City	State	Zip	City	State
	(If a CORPORATION, show state of incorporation)		(If a CORPORATION, show state of incorporation)		

4A. This business is conducted by (PLEASE CHECK ONE ONLY):  
☒ an individual ☐ husband & wife ☐ a general partnership ☐ a limited partnership  
☐ corporation ☐ a business trust ☐ co-partners ☐ joint venture ☐ an unincorporated association other than a partnership  
☐ other (please specify) \_\_\_\_\_

4B. ☒ Registrant began transacting business under the fictitious business name or names listed on (date) August 14, 1998  
☐ Registrant has not yet begun to transact business under the fictitious business name or names listed herein.

5A. REGISTRANT (other than a corporation) sign below:  
 Signed \_\_\_\_\_  
 Type Signature \_\_\_\_\_  
 This statement was filed with the County Clerk of Santa Clara County on date indicated by filing stamp above.

5B. If Registrant is a CORPORATION, officer signs below:  
 Corporation Name Pacific Web  
 Signature & Title Charles Askanas, Secretary  
 Type Secretary  
 Officer Name & Title Charles Askanas, Secretary

The filing of this statement does not constitute authorization of the use in this state of a fictitious business name in violation of the rights of another under federal, state or common law see Section 14400 et seq. Business and Professional Code.

NOTICE—THIS FICTITIOUS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED BEFORE THAT TIME.

6. ☒ NEW FICTITIOUS BUSINESS NAME STATEMENT  
 7. ☐ REFLECT CURRENT FILE NO.  
 EXPIRATION DATE 11-20-2001

I HEREBY CERTIFY THAT THIS COPY IS A CORRECT COPY OF THE ORIGINAL FICTITIOUS BUSINESS NAME STATEMENT ON FILE IN MY OFFICE.  
STEPHEN V. LOVE COUNTY CLERK  
 BY [Signature] Deputy  
 File No. 327131

This form is provided free of charge by the following "Newspaper of General Circulation"

SAN JOSE  
**POST-RECORD**

90 NORTH FIRST STREET, SUITE 100, SAN JOSE, CA 95113 (408) 287-4866 FAX (408) 287-2544

37

## SAN JOSE POST-RECORD

...Since 1910...

90 N. First St., Ste. 100  
 San Jose, California 95113  
 Telephone (408) 287-4866  
 Fax (408) 287-2544

DJC7400580

LORAIN TORRES  
 GRAY CARY WARE & FREIDENRICH  
 4365 EXECUTIVE DRIVE, #1600  
 SAN DIEGO CA 92121

## COPY OF NOTICE

To the right is a copy of the notice you sent to us for publication. Thank you for using our newspaper. Please read this notice carefully and call us with any corrections. The Proof of Publication will be filed with the County Clerk, if required, and mailed to you after the last date below. Publication date(s) for this notice is (are):

11/27/96, 12/04/96, 12/11/96  
 12/18/96

## Daily Journal Corporation

*Serving your legal advertising needs throughout California.  
 Call your local office.*

San Jose Post-Record	(408) 287-4866
The Los Angeles Daily Journal	(213) 229-5300
Orange County Reporter	(714) 543-2027
Daily Commerce (Los Angeles)	(213) 229-5300
San Francisco Daily Journal	(415) 252-0500
The (Oakland) Inter-City Express	(510) 465-3121
The (Sacramento) Daily Recorder	(916) 444-2355
Marin County Court Reporter	(415) 479-4311
San Diego Commerce	(619) 232-3486
Sonoma County Daily Herald-Recorder	(707) 545-1166

## Fictitious Business

## Name Statement

File No. 327131

The following person(s) is  
 (are) doing business as:  
 NUWEB, 10062 Pasadena  
 Avenue, Cupertino, California  
 95014.

## Pacific Web

This business is conducted  
 by a corporation.

## PACIFIC WEB

S/CHARLES ASKANAS, Sec-  
 retary

This statement was filed with  
 the County Clerk of Santa Clara  
 County on November 20, 1996.

Registrant commenced trans-  
 acting business under the ficti-  
 tious business name or names  
 listed herein on August 14, 1996.

## New Fictitious Business

## Name Statement

NOTICE: THIS FICTITIOUS  
 NAME STATEMENT EXPIRES ON  
 11-20-2001. A NEW FICTITIOUS  
 BUSINESS STATEMENT MUST BE  
 FILED PRIOR TO 11-20-2001.

The filing of this statement  
 does not of itself authorize the  
 use in this state of a Fictitious  
 Business Name in violation of the  
 rights of another under Federal,  
 State, or common law (See Sec-  
 tion 14400 et seq., Business and  
 Professions Code).

SJP-DJC7400580

11/27, 12/04, 12/11, 12/18